# OmniSync Edge – White Label Self-Hosting Model

■ **Mission:** Build once → sell forever. Turn workflows into high-margin, white-label platforms. Clients start hosted, transition to self-hosting, and stay connected via your central orchestration API.

Client Deal Lifecycle

1. **Baseline Usage** – 3 months @ $5K/mo = $15K
2. **Implementation + Transfer** – $15K–25K fee (+$20K avg)
3. **Self-Hosting** – Client owns infrastructure (no cost to you)
4. **Orchestration API Forever** – $1K–2K/mo (~$18K/yr, 95% margin)

Client Deal Lifecycle – Revenue at Each Step
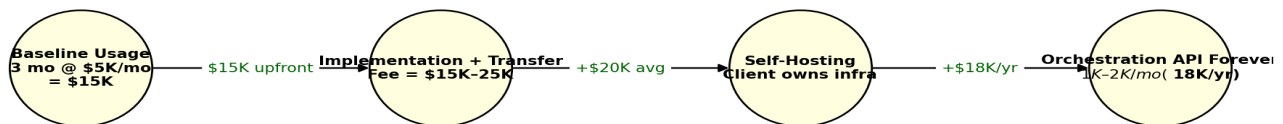
Revenue Math

• **Per Client Year 1 Value:** ~$53K
• **Target for $2M ARR:** ~38 clients (~3 per month)
• 95%+ profit margins after self-hosting transition

Conservative Outreach Plan (SMS + Calls Only)

• 2,500 SMS/week (3–5% reply → 60–125 responses)
• 1,000 calls/week (15–20% connect → 120–200 convos)
• 15–20 qualified leads/week
• 40–50 demos/month
• 8–10 closes/month (need only 3)